

MOTION BY SUPERVISOR MARK RIDLEY-THOMAS

September 24, 2013

Promoting Southern California Rideshare Week

In Los Angeles County, 14% of children and 11% of adults have asthma, which is the leading chronic disease in the United States. The high rates of asthma can be attributed largely to the poor air quality in the Southern California basin. Rideshare programs, which include promoting anything other than driving alone to work, such as bicycling, carpooling, vanpooling, taking public transit, teleworking, and walking, are all critical strategies for the County of Los Angeles and other employers to promote in order to do their part to reduce carbon emissions and diesel particulates, which in turn, improves air quality and reduces the prevalence of respiratory diseases.

The County of Los Angeles (the County), through the Office of Workplace Programs, helps promote alternative transportation strategies in order to improve air quality and meet the County's mandatory clean air goals set by the South Coast Air Quality Management District. The Office of Workplace Programs is assisted by Employee Transportation Coordinators (ETCs) in various County departments who promote rideshare programs.

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This year, Southern California Rideshare Week will take place from October 7, 2013 to October 13, 2013 in an effort to raise awareness of ridesharing and the positive effects it has on the environment. To recognize Southern California Rideshare Week and further promote rideshare awareness, the County will be hosting its Annual Civic Center Clean Air/Rideshare Fair (the Fair). The Fair will be held on Thursday, October 10, 2013 from 10 a.m. to 2:00 p.m. at Grand Park. County employees and the public should be encouraged to attend the Fair and learn about the variety of resources available when shifting to a “greener” and cleaner commute.

In addition, the Office of Workplace Programs, in partnership with the Department of Public Health, the Internal Services Department, and other County departments, is currently examining opportunities to leverage additional grant funds to augment and expand the County’s rideshare programs. Potential opportunities include developing a subsidized transit pass program and locating more bike parking and infrastructure at County facilities. These initiatives should be commended and supported in order to develop practical and creative strategies to encourage employees to adopt a more environmentally-friendly and healthy commuting routine.

I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

1. Recognize Southern California Rideshare Week by promoting rideshare awareness at the 2013 Annual Civic Center Clean Air/Rideshare Fair on October 10, 2013, at Grand Park and encourage County of Los Angeles employees and

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the public to attend the Fair to learn about the various rideshare options available through the County of Los Angeles aimed at improving public health outcomes and the environment;

2. Encourage all County employees to “Take Pride, Share the Ride” by ridesharing at least one day a week;
3. Recognize and thank all of the County of Los Angeles’ Employee Transportation Coordinators who work hard to promote the County of Los Angeles’ Rideshare Program; and
4. Support the Office of Workplace Programs efforts to leverage available grant funds and establish practical and creative ridesharing programs including bike parking infrastructure at County buildings, public transit pass subsidies and other new strategies.

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